

G. O. SHERWOOD, Ladies' Costumer!

First Floor N. Y. Life Building,
(Finest Salesroom in the United States.)

OMAHA, NEB.

Japanese, India, Turkish, Persian, German
and French Novelties.

Worth, Redfern and Lord & Taylor Suitings.

James McCreery & Co.'s Silks.

Parlor: Millinery; and Art Goods.

Imported Trimmings.

Residence 2047 Dodge, Telephone 1472.



We append herewith a few letters sent by patrons to show the satisfaction we have given. We also have letters from Mrs. S. P. Hill, Concord, N. H.; Mrs. C. W. Hamilton, Omaha; Mrs. L. Mendelssohn, Omaha; Mrs. Geo. S. Gould, and many others.

I cheerfully recommend G. O. Sherwood's dressmaking department. The gowns he has been made for me have been entirely satisfactory, as to fit, style and finish.

Respectfully, MRS. ADOLPH MEYER,
1824 WIRT STREET.

C. C. SHERWOOD, Omaha, Neb., Nov. 25, 1890.

In reply of yours of 22nd inst. I would express my willingness to comply with your request for a recommendation of your establishment. My gown from your place is satisfactory in style, fit and finish; and from my own experience I can commend you further for promptness in filling orders.

Respectfully, MRS. EUCLID MARTIN,
3508 Howard.

MR. SHERWOOD: 1441 So. 31st, St. Omaha, Neb.

SIR:—We would say the costumes made by "your artist" for us are very satisfactory. For style, fit and finish they are just perfect.

A. M. CLAFFLIN,
M. A. CLAFFLIN.

MR. C. C. SHERWOOD Omaha, Neb.

DEAR SIR:—In everything I have had done, I have been thoroughly pleased. The dresses are very pretty and very good style. I take great pleasure in recommending you and your work to the public.

Yours Truly,
FODA CASTETAR,
Blair, Neb.

A full line of dress trimmings, all strict novelties, from the best manufactures in Europe.

Notwithstanding the report that we do not sell our novelty suits unless made at our store, we will gladly sell any suit and give all information in our power as to latest styles, etc.

Now is the Accepted Time

—FOR A—

Beautiful Present

To self, wife, daughter, friend, pastor, school or library. Nothing better can be found than the

Library of American Literature

In Eleven Elegant, Large Octavo Volumes.

With over 6,000 pages, handsomely illustrated with over with 150 full page portraits. The cream of 500,000 works copyrighted by American writers; 1,207 authors quoted; over 2,571 selections, covering every branch of literature from 107 to 1890, chronologically arranged. Compiled and edited by

Edmund Clarence Stedman

—AND—

Ellen MacKay Hutchinson,

And published by CHAS. L. WEBSTER & CO., New York.

The best aggregate expression of what the American mind has produced in the two hundred and eighty years of its activity.—John Clark Ridpath. I have the set complete and the is not money enough in Nebraska to buy it of me if I could not get another set and I am a poor man.—S. B. Merwis, Managing Editor American Journal of Education, St. Louis. It is not only indispensable to literary taste and acquirement, but it affords an invaluable family literary resort, where the children of the country may grow into the spirit and genius of our national literature.—Albert Watkins.

Sold on the installment plan. The entire set delivered on receipt of first payment and balance divided into monthly payments.

For a set of this great work, or for a permanent situation, write at once to

N. E. LEACH, State Agent,

2222 Vine street, Lincoln, Neb.

A Metropolitan Idea

THE latest development of the modern tendency toward centralization and consolidation is the department store so common of late in the large cities.

The example of John Wanamaker in Philadelphia has been followed by leading merchants all over the country and today in New York, Boston, Philadelphia, Chicago and, in fact, all of the more important cities there are several of these great stores. Lincoln is not to be outdone and here we have at 1533-1538 O street a mammoth store that would reflect credit on Chicago. Messrs. Maxwell, Sharpe & Ross are thoroughly imbued with metropolitan ideas, and their immense emporium, already so well known as The Store, is an object lesson, of great advantage to the buyer, of a modern combination store. Patrons of this firm are not only saved the inconvenience of going all over the city for a few articles, but are able to make their purchases at prices very much lower than those charged at ordinary stores. The massing of an immense stock of the principal classes of goods under one roof makes it possible for Maxwell, Sharpe & Ross to buy cheaper and sell cheaper than anybody. The large double building is completely filled and in the various departments one can find almost every article, both of necessity and luxury. On the first floor are the following divisions: dry goods, west side front; boots and shoes, right center; hardware, right center west side; tinware, east side; guns, ammunition and sporting goods, east side front; gents' furnishing goods, west side rear; notions, west center front. The second floor embraces the following departments: cloaks, west side front; furniture. On the third floor are: lamps, front; queensware, east side; flour, meal, etc., west side rear; groceries, west side front; toys, center. On the fourth floor are stoves, etc., and in the basement are to be found iron, steel and heavy hardware and wagon wood stock.

Each department is under the supervision of a competent head and special attention is given to keeping the departments filled with the newest and best goods. Forty people are employed to wait on customers and every one is assured of prompt and courteous attentions. The departments upstairs are accessible by passenger elevators and the grand staircase. The Store is the most elaborately equipped of any in the state, and nowhere this side of Chicago has the purchaser equal facilities in buying the best goods at the lowest prices. The motto of the store is, "We sell cheaper than anybody," and the proprietors are determined that this motto shall be lived up to in every instance, no matter at what cost to themselves. Messrs. Maxwell, Sharpe & Ross are all experienced merchants and competent managers, and The Store has been a triumphant success from the very start. It is already one of the leading institutions of the city and no stranger should be allowed to visit Lincoln without seeing it. Visitors are always made welcome. No one is urged to buy.

The store is filled with holiday goods of all descriptions and should be visited by every one this week. The immense building on O street, near Sixteenth, is very centrally located and is convenient to all parts of the city, and the delivery wagons are going out constantly to the remotest portions. It pays to patronize an establishment that sells "cheaper than anybody," and the people have found it out, judging by the crowds at The Store.

Lincoln has many handsome stores and several quite extensive ones, but for amount of space occupied, the number of lines represented, together with genuine enterprise, Maxwell, Sharpe & Ross' great trade emporium has no equal. Business is done on strictly first class principles in the most approved manner and all the conveniences of the modern great store are at hand with which to accomplish success. Mr. Frank Sharpe is the company's general manager with an apt second in the person of Mr. Ross. Each department is provided over by persons thoroughly at home in their respective lines. In fact each department is conducted as though it were a separate store and great care is given by each manager to secure the greatest good for the greatest number. Consequently each department is on the lookout for bargains and as a result customers benefit thereby.

If you have never visited Maxwell, Sharpe & Ross's place you should make it a point to stop there the next time you are down town. Their location is prominent and nearly all street cars either go by the door or within a short distance of the entrance. The enormity of the premises and the immense stock carried all under one roof, will surprise you. If at any time you have friends visiting you in the city, take them to "The Store" and show them through. It will interest them.

Resolve on New Years day to subscribe for THE COURIER. Price \$2.00.

Did you know that we allow interest on all deposits at the rate of FIVE per cent per annum. Well—we do and would like your savings account

UNION SAVINGS BANK,

111 South Tenth Street.

OFFICERS:

R. E. MOORE,
PRESIDENT

E. E. BROWN,
VICE PRESIDENT

C. H. IMHOFF,
CASHIER

JOHN B. WRIGHT,
PRESIDENT

T. E. SANDERS,
VICE PRESIDENT

J. H. McCLAY,
CASHIER

Columbia National Bank,

OF LINCOLN, NEBRASKA.

CAPITAL, - \$250,000.

DIRECTORS:

A. S. RAYMOND.

CHAS. WEST.

THOMAS COCHRANE

JOHN B. WRIGHT.

JOHN H. McCLAY.

EDWARD R. SIZER.

HANS P. LAU.

FRANK L. SHELDON. T. E. SANDERS.

References:

Lincoln, Neb.

First National Bank.
Capital National Bank.
State National Bank.
Lincoln National Bank.
German National Bank.
American Exchange Bank.
Union Savings Bank.
Lancaster County Bank.

References Abroad.

H. B. Clafflin & Co.,
New York City.
John V. Farwell & Co.,
Chicago.
Citizens National Bank,
Des Moines, Ia.
State Savings Bank,
Des Moines, Ia.
Lederer, Strauss & Co.,
Des Moines, Ia.

Agent for all the Prominent European Steamship Companies.

LOUIE MEYER BROKER,

Bonds, State, County

City Warrants a Specialty.

108 North Tenth Street,

LINCOLN, : NEBRASKA.

Louie Meyer.

Willie Meyer.

"THE OLDEST AND MOST RELIABLE,"

— ESTABLISHMENT IN LINCOLN IS —

L. MEYER & CO.

— WHOLESALE AND RETAIL DEALERS IN —

Dry Goods and Notions,

Furnishing Goods, Groceries, Queensware, Etc.

Our Motto is Known Here and Elsewhere:

+ LIVE AND LET LIVE. +

CALL AND SEE US!

108 North Tenth Street,
East Side Government Square.

L. MEYER & CO.